



## **Mitch-Stuart, Inc. Hits Billion Dollar Fundraising Mark**

**Laguna Niguel, Calif.** - Mitch-Stuart Inc., one of the nation's leading providers of travel packages for charitable fundraising, announced this month that they've generated an estimated billion dollars for charitable organizations since 1994. The company's travel packages and services have been used by hundreds of organizations including **American Red Cross, Habitat for Humanity, Girl Scouts of America** and many other social services, arts, education and health organizations.

Company founders Michelle Cohen and Stuart Paskow were fundraising professionals in the early 1990's when they had great success selling American Airline miles on behalf of a national charitable organization. American Airlines was so impressed that they asked the pair to create and administer the very first frequent flyer mileage program for charity in 1993 called **American Airlines AAdvantage Fundraising**.

Mitch-Stuart launched soon after and the company went on to create **Destinations of Excellence®** in 2005 - the first program to combine travel miles with hotel and resort accommodations. This program helped both the ailing tourism industry and charities by offering a variety of unique travel packages used widely in charitable auctions across the country.

"We feel very fortunate to have created a business model that ultimately benefits so many worthy organizations and causes," says Michelle Cohen, Mitch-Stuart, Inc. president.

For their service, the company received a Freddie Award from the hospitality industry in 2005 for Distinguished Achievement.

(more)

## **Mitch-Stuart Raises a Billion Dollars Page 2**

Mitch-Stuart, Inc. is currently preparing for the launch of Perfect Places®, a cause related marketing program where businesses offer unique travel packages via auction or as incentives to employees or customers with a portion of proceeds benefitting charity.

“We’ve really tried to think out of the box to create new programs and unique travel packages for our nonprofit and business customers, says MSI CEO Stuart Paskow. He went on, “Since we offer free concierge service and our trips no-risk, they’ve been especially well received by charities hard-hit in the recent economic downturn.”

Mitch-Stuart, Inc. is headquartered in Laguna Niguel, California, with offices in Florida and Colorado.

For more information, visit [www.mitchstuart.com](http://www.mitchstuart.com) or call 800-574-9991.

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